OPINION OF PLAYERS TASTE IN TERMS OF STRENGTH

(Before vs. After Trial Among King-Size Menthol Smokers)

	BEFORE TRIAL - BASED ON AD						
	Very Strong	Strong	Average	Mild	Very Mild	Strong-Tasting	Mild-Tasting
N =	3	25	61	110	25	28	135
	%	%	%	%	%	%	%
AFTER TRIAL:							
Strong-Tasting	-	48	11	11	12	43	11
Very strong	-	12	1	3	4	11	3
Strong	-	36	10	8	8	32	8
Average	-	16	33	16	12	14	15
Mild-Tasting	100	36	56	73	76	43	74
Mild	100	28	38	56	36	36	53
Very mild	-	8	18	17	40	7	21

QUESTION: Now I'd like you to think about the taste of Players. Based on the ad, would you say that Players would be... (READ LIST)?

First of all; what is your impression of Players' taste? Did you think that Players was... (READ LIST)?

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Source: https://www.industrydocuments.ucsf.edu/docs/trnj0004